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PATENT



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William R. Allen  
William R. Allen, Reg. No. 48,389

5 January 2006  
Date

Applicant: Larry Napier et al.  
Serial No.: 10/607,677  
Filed: June 27, 2003  
Art Unit: 3629  
Examiner: Unknown  
Confirmation No.: 8065  
Title: CONSUMER TRANSACTION-BASED MARKETING OF GOODS AND SERVICES  
Atty Docket No.: ADG-03US

Cincinnati, Ohio 45202

January 5, 2006

**SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In accordance with the duty of candor and good faith imposed by 37 C.F.R. §1.56, and means of complying therewith according to 37 C.F.R. §§1.97 and 1.98, the references listed on the attached Form PTO-1449 are called to the attention of the United States Patent and Trademark Office in connection with the above-identified patent application.


Applicants request that the Examiner consider the cited references and make an independent evaluation of their materiality. Applicants have also enclosed a copy of the foreign search report listing these references. Copies of the references are enclosed.

**Certification under 37 C.F.R. § 1.97(e)**

Each item of information contained in the information disclosure statement was first cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.

Applicants do not believe that any fees are due in connection with this submission. However, if such petition is due or any fees are necessary, the Commissioner may consider this to be a request for such and charge any necessary fees to deposit account 23-3000.

Respectfully submitted,  
WOOD, HERRON & EVANS, L.L.P.

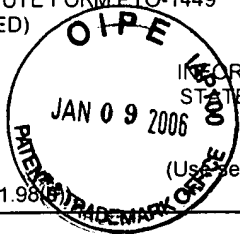
  
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SUBSTITUTE FORM PTO-1449  
(MODIFIED)U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICEATTY. DOCKET NO.  
ADG/03USSERIAL NO.  
10/607,677INFORMATION DISCLOSURE  
STATEMENT BY APPLICANTAPPLICANT  
Larry Napier and Stuart  
GrahamFILING DATE  
June 27, 2003GROUP  
3629

(37 CFR 1.98(b))

(Use several sheets if necessary)



## U.S. PATENT DOCUMENTS

EXAMINER INITIAL		PATENT NUMBER							ISSUE DATE	PATENTEE	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	A.A	5	5	3	7	3	1	4	7/16/1996	Kanter	364	406	2/23/1995
	A.B	5	9	3	7	3	9	1	8/10/1999	Ikeda et al.	705	14	5/29/1997
	A.C	5	9	4	5	6	5	3	8/31/1999	Walker et al.	235	380	6/26/1997
	A.D	6	2	4	3	6	8	8	6/5/2001	Kalina	705	14	8/25/1999
	A.E	6	3	4	5	2	6	1	2/5/2002	Feidelson et al.	705	14	9/30/1999
	A.F												
	A.G												
	A.H												
	A.I												
	A.J												
	A.K												

## FOREIGN PATENTS OR PUBLISHED FOREIGN PATENT APPLICATIONS

		DOCUMENT NUMBER	PUBLICATION DATE	COUNTRY OR PATENT OFFICE	CLASS	SUBCLASS	TRANSLATION (YES/NO)
	A.L						
	A.M						
	A.N						
	A.O						
	A.P						
	A.Q						

## OTHER DOCUMENTS (Including Author, Title, Date, Place of Publication)

	A.R	International Search Report, From Corresponding PCT Application No. PCT/US2004/10435, Mailing Date: 10/31/2005
	A.S	
	A.T	

EXAMINER

DATE CONSIDERED

EXAMINER: Initial if citation considered, whether or not in conformance. Draw line through citation only if not in conformance and not considered.  
Include a copy of this form with next communication to applicant.

# INTERNATIONAL SEARCH REPORT

International application No.

PCT/US04/10435

## A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : G06F 17/60

US CL : 705/14

According to International Patent Classification (IPC) or to both national classification and IPC

## B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)  
U.S. : 705/14

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)  
Please See Continuation Sheet

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 6,243,688 B1 (KALINA) 5 June 2001, whole document.	1-34
Y	US 5,537,314 (KANTER) 16 July 1996, whole document.	1-34
Y	US 5,945,653 (WALKER et al.) 31 August 1999, whole document.	1-34
Y	US 6,345,261 (FEIDELSON et al.) 5, February 2002, whole document.	1-34
Y	US 5,937,391 (IKEDA et al.) 10 August 1999, whole document.	1-34

☐ Further documents are listed in the continuation of Box C.

☐ See patent family annex.

\* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier application or patent published on or after the international filing date

"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)

"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

"&" document member of the same patent family

Date of the actual completion of the international search

29 September 2005 (29.09.2005)

Date of mailing of the international search report

31 OCT 2005

Name and mailing address of the ISA/US

Mail Stop PCT, Attn: ISA/US

Commissioner for Patents

P.O. Box 1450

Alexandria, Virginia 22313-1450

Facsimile No. (703) 305-3230

Authorized officer

Yehdega Ketta

Telephone No. 571-272-3600

Form PCT/ISA/210 (second sheet) (April 2005)

# INTERNATIONAL SEARCH REPORT

International application No.  
PCT/US04/10435

Continuation of B. FIELDS SEARCHED Item 3:

EAST

search terms; credit card, reward, award, commission, fee, merchants or retailer, seller